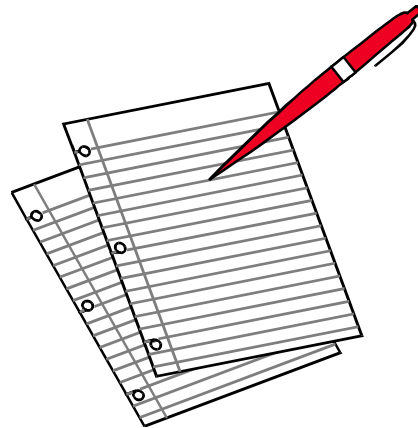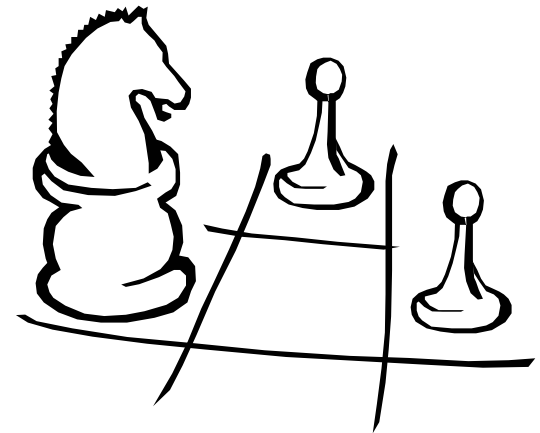# Written Marketing Tools

Module 7

Objectives

At the end of this module, you will be able to:

Complete a job application

Develop an effective resume

Develop an effective
cover letter

Follow up on a resume

How to Find a Job

FSC

Transition bulletin board

State employment center

QOL Mall (www.lifelines4QOL.org)

Ads in the newspapers or journals

Internet

Network

Job Application Guidelines

Ask for a second copy

Read the whole application first

Read each question carefully

Include information that is accurate

Relate work experience

Neatly print or type your responses

Include your volunteer work as experience

Write N/A for questions not applicable to you

Proofread for any errors

Identify references

Resume

Used to get interviews

Summarizes your background

Subjective, not legal document

Chronological Resume

The chronological resume

is best suited for an applicant

who has experience in a particular field

and is seeking a different position

in the same field.

Chronological Resume

The advantages:

Logical flow, easy to read

Highlights steady employment

Emphasizes career progression

Less time consuming to prepare

The disadvantages:

Emphasizes gaps in employment

Highlights frequent job changes

De-emphasizes skills and accomplishments

Work History

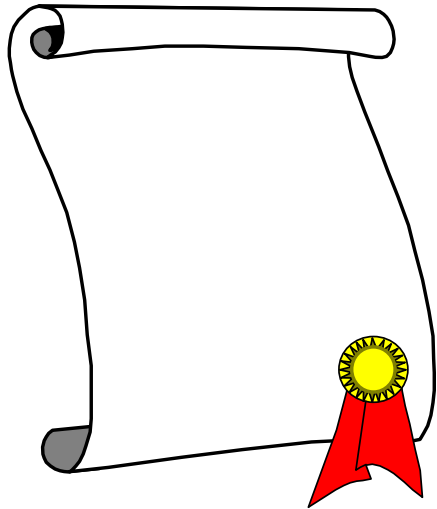Job titles

Names of employers

Dates of employment

Volunteer work

Job responsibilities

Job accomplishments

Post-High School Education

Type of degree

University attended

Major

Year the degree was received (optional)

Relevant courses (optional)

Vocational school

Certificates

Combination Resume

Applicant:

Has limited or no previous work experience

Has gaps in employment

Has made frequent job changes

Is changing careers

Is reentering the job market after an absence

Combination Resume

The advantages:

Highlights the most relevant skills and accomplishments

De-emphasizes a work history with less relevant jobs

Minimizes drawbacks

The disadvantages:

Confusing to read

Time consuming to prepare

Combination Resume Components

Skills

Chronological work history

Post-high school education

Associations/societies

Resume Components

Name, address, phone number

Objective

Achievement statement

Drafting Resume Exercise Steps

Choose the resume style best for you.

Begin drafting your resume.

30 minutes

Ask another participant to critique your resume.

Scannable Resume Guidelines

Place your name at the top, on its own line.

Do not condense spacing between letters.

Use bold face and/or all capital letters for headings.

Avoid italics and underlining.

Avoid vertical and horizontal lines, graphics, and boxes.

Avoid using a two-column format.

The most commonly recommended font is Courier; ask what works best with their program.

Small print is difficult for scanners to read. Use 12-point or larger if at all possible.

Use white, off-white, or light beige paper. Gray and blue minimize the contrast.

 Do not fold your resume. Words in the crease will not scan. Do not staple.

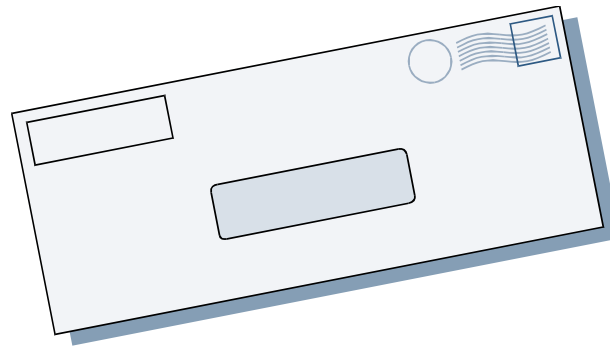Send your resume to a friend--what does it look like?

Get as many opinions as you can; don't forget to take advantage of professional help available at the Family Service Center.

Purposes of a Cover Letter

State your interest in the position

Mention why you are qualified

Indicate how you can benefit the organization
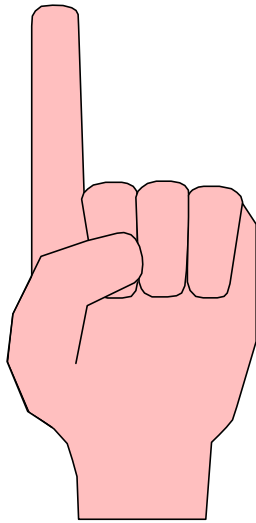
Cover Letter Components

First paragraph

Reason for writing

Position you are applying for

How you found out about position

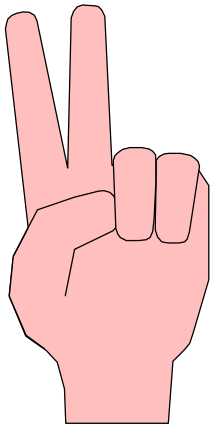Information that you know about the organization

Cover Letter Components *(cont.)*

Second paragraph

Mention your enclosed resume

Summarize your relevant knowledge, skills, experience, and accomplishments

Indicate why hiring you would be beneficial
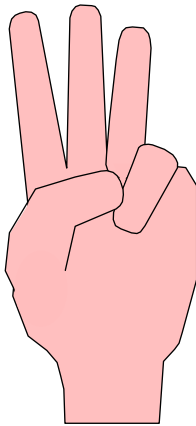
Cover Letter Components *(cont.)*

Third paragraph

Restate your strong interest

Mention that you will follow up

Give your phone number

Thank the reader for the time and consideration

Cover Letter Guidelines

No more than one page

Address to the person in charge of hiring

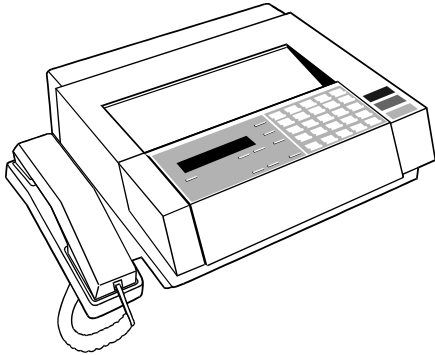Be formal, polite, honest, and assertive

Print on paper that matches your resume

Print with the same font used on your resume
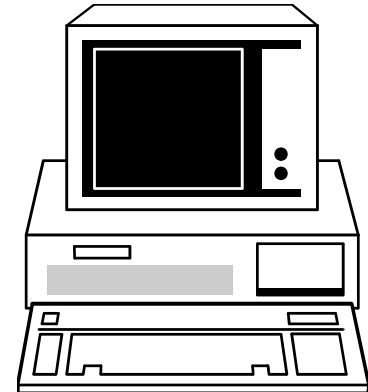
Proofread for errors

Sign your letter

Electronic Communication

Facsimile

E-mail

Advantages and Disadvantages of Electronic Communication

The advantages are:

Facsimiles and E-mail get to the potential employer faster

E-mail resumes cannot get misplaced

The disadvantages are:

Facsimiles may be less legible and may be more difficult to read

E-mail can be accidentally deleted

Purposes of a Follow-up

The manager can connect a live person to your resume

To verify that your resume was received

To receive feedback

Critiquing Resume Follow-ups Exercise Steps

Two volunteers

Volunteers are the applicants who, individually, call to follow-up from their application they sent one week ago

Instructor is the company representative

Follow-Up Guidelines

Emphasize your relevant knowledge, skills, experience, and accomplishments

Find out when the chosen applicants will be interviewed

Use a friendly tone of voice

Listen carefully

Thank the listener for the time

Summary

In this module you:

Discussed making sure all information on your job application is accurate and legible.

Selected the type of resume which is best suited to your background.

Emphasized accomplishments on your resume.

In your cover letter, indicated why hiring you would benefit the organization.

Learned how electronic communication can be used to send your resume and cover letter.

Discussed follow-up on your resume.